

FRIDAYS AT FOUR

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GF Strategies attended the National Recreation and Parks Conference in Seattle this week. The major topic at the meetings was how Americans are becoming less active. The life expectancy for children will be less than current adults who are now in their fifties. Many sessions addressed the challenge of how to get families active again, off the couch, away from the gameboys and into the outdoors. Obesity and how to prevent its onset was the major topic.

The second major topic was creative funding strategies. Many park districts shared their ideas on how to get a cash proposal or sponsorship proposal to the top of the desk. If you want more information on two excellent presentations, you can email GF Strategies and we will give you the contact person at the Tacoma Parks Foundation and the Woodlands Texas Economic Development Department.

Here's an item from Beverage Spectrum Magazine. Gatorade had sales last year were almost \$680 million. This was a growth of 14.3 percent over the prior year. And Vitamin Water, and Glaceau had a sales increase of 170 percent from the prior year, to \$116 million. The leading Energy drink brand continues to be Red Bull with sales of \$252 million. Maybe its time to consider a Glaceau and Energy Drink stand at your event, with no soft drinks?

Another term that is sweeping the beverage front is Malternative. Flavored Malt Beverages. Budweiser has a new line called Peels in this category. Of course the leader is still the first and most popular, Mikes Lemonade and Smirnoff Ice.

One more beverage item from today's Wall Street Journal. Coca Cola is marketing a new soft drink that it says burns calories called Enviga. Coke developed the product along with Nestle. They claim that three cans a day will help a person burn an extra 60-100 calories per day. **Oh by the way, a brisk fifteen minute walk would do the same thing.**

One trend worth watching is the ordering of food or ride tickets or admission tickets in advance over the cell phone. Two services, one based in based in the U.S. called Mobo is betting that their service will attract busy customers. **Now really, are we truly becoming that busy?** The order is charged to the credit card, and the customer has to verify the last four digits of their cell phone to confirm the order.

In one of our issues last year, we talked about "**Brand in the Hand Marketing**". This term was coined by the Global Media Manager for Adidas. Your marketing team should be looking for ways to reach this market, the cellphone user.

WE close this issue with our book recommendation. The author of Megatrends 2000 John Naisbitt is out with a new book "**Mind Set!** The book selects 11 Mindsets and applies

them to the five forces that the author forecasts will shape the future.

Until next issue, may you continue to enjoy higher per capita food sales.